

# Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 45.003/-93.1633

HarMar Mall Roseville, MN 55113	1 mi radius		3 mi radius		5 mi radius	
<b>Population</b>						
Estimated Population (2023)	9,790		87,440		369,643	
Projected Population (2028)	8,901		83,338		361,179	
Census Population (2020)	10,175		91,361		379,409	
Census Population (2010)	9,717		86,261		337,593	
Projected Annual Growth (2023-2028)	-889	-1.8%	-4,102	-0.9%	-8,464	-0.5%
Historical Annual Growth (2020-2023)	-385	-	-3,921	-1.4%	-9,766	-0.9%
Historical Annual Growth (2010-2020)	458	0.5%	5,100	0.6%	41,816	1.2%
Estimated Population Density (2023)	3,118 <i>psm</i>		3,093 <i>psm</i>		4,708 <i>psm</i>	
Trade Area Size	3.1 <i>sq mi</i>		28.3 <i>sq mi</i>		78.5 <i>sq mi</i>	
<b>Households</b>						
Estimated Households (2023)	4,315		37,625		153,787	
Projected Households (2028)	4,013		36,745		153,948	
Census Households (2020)	4,442		38,622		153,025	
Census Households (2010)	4,280		36,589		136,230	
Projected Annual Growth (2023-2028)	-302	-1.4%	-880	-0.5%	161	-
Historical Annual Change (2010-2023)	35	-	1,035	0.2%	17,557	1.0%
<b>Average Household Income</b>						
Estimated Average Household Income (2023)	\$140,592		\$130,975		\$114,351	
Projected Average Household Income (2028)	\$167,614		\$147,498		\$125,032	
Census Average Household Income (2010)	\$72,197		\$66,211		\$61,511	
Census Average Household Income (2000)	\$64,417		\$57,513		\$52,623	
Projected Annual Change (2023-2028)	\$27,022	3.8%	\$16,523	2.5%	\$10,681	1.9%
Historical Annual Change (2000-2023)	\$76,175	5.1%	\$73,462	5.6%	\$61,728	5.1%
<b>Median Household Income</b>						
Estimated Median Household Income (2023)	\$92,445		\$89,880		\$83,068	
Projected Median Household Income (2028)	\$94,017		\$91,257		\$84,462	
Census Median Household Income (2010)	\$58,581		\$52,445		\$47,360	
Census Median Household Income (2000)	\$52,551		\$47,333		\$42,145	
Projected Annual Change (2023-2028)	\$1,572	0.3%	\$1,377	0.3%	\$1,393	0.3%
Historical Annual Change (2000-2023)	\$39,893	3.3%	\$42,548	3.9%	\$40,924	4.2%
<b>Per Capita Income</b>						
Estimated Per Capita Income (2023)	\$62,077		\$56,689		\$48,125	
Projected Per Capita Income (2028)	\$75,689		\$65,382		\$53,856	
Census Per Capita Income (2010)	\$31,797		\$28,091		\$24,826	
Census Per Capita Income (2000)	\$28,149		\$24,187		\$21,307	
Projected Annual Change (2023-2028)	\$13,612	4.4%	\$8,693	3.1%	\$5,731	2.4%
Historical Annual Change (2000-2023)	\$33,928	5.2%	\$32,502	5.8%	\$26,818	5.5%
Estimated Average Household Net Worth (2023)	\$529,784		\$529,512		\$518,544	

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HarMar Mall Roseville, MN 55113	1 mi radius		3 mi radius		5 mi radius	
<b>Race and Ethnicity</b>						
Total Population (2023)	9,790		87,440		369,643	
White (2023)	6,988	71.4%	58,094	66.4%	215,551	58.3%
Black or African American (2023)	1,114	11.4%	9,899	11.3%	56,723	15.3%
American Indian or Alaska Native (2023)	42	0.4%	457	0.5%	2,364	0.6%
Asian (2023)	1,013	10.3%	12,669	14.5%	64,726	17.5%
Hawaiian or Pacific Islander (2023)	4	-	32	-	143	-
Other Race (2023)	175	1.8%	1,661	1.9%	9,858	2.7%
Two or More Races (2023)	454	4.6%	4,628	5.3%	20,278	5.5%
Population < 18 (2023)	1,974 20.2%		16,289 18.6%		69,989 18.9%	
White Not Hispanic	1,476	74.8%	10,965	67.3%	38,106	54.4%
Black or African American	222	11.2%	1,909	11.7%	12,956	18.5%
Asian	119	6.0%	1,810	11.1%	10,753	15.4%
Other Race Not Hispanic	78	4.0%	709	4.4%	3,462	4.9%
Hispanic	79	4.0%	896	5.5%	4,712	6.7%
Not Hispanic or Latino Population (2023)	9,302 95.0%		82,432 94.3%		342,688 92.7%	
Not Hispanic White	6,849	73.6%	56,682	68.8%	208,600	60.9%
Not Hispanic Black or African American	1,102	11.8%	9,786	11.9%	55,874	16.3%
Not Hispanic American Indian or Alaska Native	28	0.3%	289	0.4%	1,327	0.4%
Not Hispanic Asian	1,011	10.9%	12,630	15.3%	64,455	18.8%
Not Hispanic Hawaiian or Pacific Islander	3	-	17	-	78	-
Not Hispanic Other Race	22	0.2%	194	0.2%	793	0.2%
Not Hispanic Two or More Races	287	3.1%	2,835	3.4%	11,561	3.4%
Hispanic or Latino Population (2023)	488 5.0%		5,008 5.7%		26,955 7.3%	
Hispanic White	138	28.4%	1,413	28.2%	6,951	25.8%
Hispanic Black or African American	12	2.4%	114	2.3%	849	3.2%
Hispanic American Indian or Alaska Native	14	2.9%	168	3.4%	1,037	3.8%
Hispanic Asian	2	0.5%	40	0.8%	271	1.0%
Hispanic Hawaiian or Pacific Islander	1	0.3%	15	0.3%	65	0.2%
Hispanic Other Race	153	31.3%	1,466	29.3%	9,065	33.6%
Hispanic Two or More Races	167	34.2%	1,793	35.8%	8,717	32.3%
Not Hispanic or Latino Population (2020)	9,683 95.2%		86,297 94.5%		352,667 93.0%	
Hispanic or Latino Population (2020)	492 4.8%		5,065 5.5%		26,742 7.0%	
Not Hispanic or Latino Population (2010)	9,306 95.8%		82,088 95.2%		316,409 93.7%	
Hispanic or Latino Population (2010)	411 4.2%		4,173 4.8%		21,184 6.3%	
Not Hispanic or Latino Population (2028)	8,449 94.9%		78,521 94.2%		334,870 92.7%	
Hispanic or Latino Population (2028)	451 5.1%		4,817 5.8%		26,309 7.3%	
Projected Annual Growth (2023-2028)	-36	-1.5%	-191	-0.8%	-646	-0.5%
Historical Annual Growth (2010-2020)	82 2.0%		892 2.1%		5,558 2.6%	

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HarMar Mall		1 mi radius		3 mi radius		5 mi radius	
Roseville, MN 55113							
<b>Total Age Distribution (2023)</b>							
Total Population		9,790		87,440		369,643	
Age Under 5 Years		520	5.3%	4,676	5.3%	20,501	5.5%
Age 5 to 9 Years		566	5.8%	4,821	5.5%	19,809	5.4%
Age 10 to 14 Years		567	5.8%	4,300	4.9%	18,460	5.0%
Age 15 to 19 Years		418	4.3%	4,574	5.2%	28,078	7.6%
Age 20 to 24 Years		536	5.5%	6,648	7.6%	41,259	11.2%
Age 25 to 29 Years		718	7.3%	7,155	8.2%	32,243	8.7%
Age 30 to 34 Years		734	7.5%	7,550	8.6%	30,480	8.2%
Age 35 to 39 Years		707	7.2%	6,589	7.5%	26,558	7.2%
Age 40 to 44 Years		630	6.4%	5,485	6.3%	21,980	5.9%
Age 45 to 49 Years		525	5.4%	4,342	5.0%	17,742	4.8%
Age 50 to 54 Years		585	6.0%	4,686	5.4%	18,695	5.1%
Age 55 to 59 Years		604	6.2%	4,883	5.6%	19,771	5.3%
Age 60 to 64 Years		639	6.5%	5,343	6.1%	20,975	5.7%
Age 65 to 69 Years		601	6.1%	4,909	5.6%	17,681	4.8%
Age 70 to 74 Years		608	6.2%	4,318	4.9%	14,219	3.8%
Age 75 to 79 Years		365	3.7%	2,787	3.2%	8,958	2.4%
Age 80 to 84 Years		214	2.2%	1,900	2.2%	5,765	1.6%
Age 85 Years or Over		254	2.6%	2,473	2.8%	6,469	1.7%
Median Age		40.5		38.5		34.6	
Age 19 Years or Less		2,071	21.2%	18,371	21.0%	86,848	23.5%
Age 20 to 64 Years		5,677	58.0%	52,681	60.2%	229,702	62.1%
Age 65 Years or Over		2,043	20.9%	16,388	18.7%	53,093	14.4%
<b>Female Age Distribution (2023)</b>							
Female Population		5,038	51.5%	45,061	51.5%	185,527	50.2%
Age Under 5 Years		269	5.3%	2,339	5.2%	10,045	5.4%
Age 5 to 9 Years		293	5.8%	2,309	5.1%	9,607	5.2%
Age 10 to 14 Years		289	5.7%	2,131	4.7%	9,136	4.9%
Age 15 to 19 Years		219	4.3%	2,381	5.3%	14,105	7.6%
Age 20 to 24 Years		283	5.6%	3,417	7.6%	20,375	11.0%
Age 25 to 29 Years		362	7.2%	3,582	7.9%	15,686	8.5%
Age 30 to 34 Years		349	6.9%	3,658	8.1%	14,586	7.9%
Age 35 to 39 Years		355	7.0%	3,281	7.3%	13,081	7.1%
Age 40 to 44 Years		307	6.1%	2,681	5.9%	10,676	5.8%
Age 45 to 49 Years		272	5.4%	2,192	4.9%	8,568	4.6%
Age 50 to 54 Years		276	5.5%	2,386	5.3%	9,264	5.0%
Age 55 to 59 Years		307	6.1%	2,462	5.5%	9,921	5.3%
Age 60 to 64 Years		333	6.6%	2,810	6.2%	10,847	5.8%
Age 65 to 69 Years		339	6.7%	2,713	6.0%	9,218	5.0%
Age 70 to 74 Years		320	6.3%	2,364	5.2%	7,734	4.2%
Age 75 to 79 Years		189	3.8%	1,515	3.4%	4,963	2.7%
Age 80 to 84 Years		121	2.4%	1,163	2.6%	3,400	1.8%
Age 85 Years or Over		155	3.1%	1,679	3.7%	4,314	2.3%
Female Median Age		41.2		39.7		35.6	
Age 19 Years or Less		1,070	21.2%	9,160	20.3%	42,893	23.1%
Age 20 to 64 Years		2,845	56.5%	26,468	58.7%	113,004	60.9%
Age 65 Years or Over		1,124	22.3%	9,433	20.9%	29,630	16.0%

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Roseville, MN 55113							
<b>Male Age Distribution (2023)</b>							
Male Population		4,752	48.5%	42,379	48.5%	184,116	49.8%
Age Under 5 Years		251	5.3%	2,337	5.5%	10,456	5.7%
Age 5 to 9 Years		273	5.8%	2,512	5.9%	10,202	5.5%
Age 10 to 14 Years		278	5.8%	2,169	5.1%	9,324	5.1%
Age 15 to 19 Years		199	4.2%	2,193	5.2%	13,973	7.6%
Age 20 to 24 Years		253	5.3%	3,232	7.6%	20,883	11.3%
Age 25 to 29 Years		356	7.5%	3,574	8.4%	16,557	9.0%
Age 30 to 34 Years		385	8.1%	3,892	9.2%	15,894	8.6%
Age 35 to 39 Years		352	7.4%	3,307	7.8%	13,477	7.3%
Age 40 to 44 Years		323	6.8%	2,804	6.6%	11,303	6.1%
Age 45 to 49 Years		252	5.3%	2,149	5.1%	9,174	5.0%
Age 50 to 54 Years		309	6.5%	2,300	5.4%	9,431	5.1%
Age 55 to 59 Years		297	6.2%	2,421	5.7%	9,850	5.4%
Age 60 to 64 Years		305	6.4%	2,534	6.0%	10,128	5.5%
Age 65 to 69 Years		262	5.5%	2,197	5.2%	8,463	4.6%
Age 70 to 74 Years		288	6.1%	1,954	4.6%	6,485	3.5%
Age 75 to 79 Years		176	3.7%	1,272	3.0%	3,995	2.2%
Age 80 to 84 Years		93	2.0%	738	1.7%	2,365	1.3%
Age 85 Years or Over		100	2.1%	795	1.9%	2,154	1.2%
Male Median Age		39.9		37.3		33.7	
Age 19 Years or Less		1,001	21.1%	9,211	21.7%	43,955	23.9%
Age 20 to 64 Years		2,832	59.6%	26,213	61.9%	116,699	63.4%
Age 65 Years or Over		919	19.3%	6,955	16.4%	23,462	12.7%
<b>Males per 100 Females (2023)</b>							
Overall Comparison		94		94		99	
Age Under 5 Years		93	48.2%	100	50.0%	104	51.0%
Age 5 to 9 Years		93	48.3%	109	52.1%	106	51.5%
Age 10 to 14 Years		96	49.0%	102	50.4%	102	50.5%
Age 15 to 19 Years		91	47.7%	92	47.9%	99	49.8%
Age 20 to 24 Years		89	47.2%	95	48.6%	102	50.6%
Age 25 to 29 Years		98	49.5%	100	49.9%	106	51.4%
Age 30 to 34 Years		110	52.5%	106	51.6%	109	52.1%
Age 35 to 39 Years		99	49.8%	101	50.2%	103	50.7%
Age 40 to 44 Years		105	51.2%	105	51.1%	106	51.4%
Age 45 to 49 Years		93	48.1%	98	49.5%	107	51.7%
Age 50 to 54 Years		112	52.9%	96	49.1%	102	50.4%
Age 55 to 59 Years		97	49.1%	98	49.6%	99	49.8%
Age 60 to 64 Years		92	47.8%	90	47.4%	93	48.3%
Age 65 to 69 Years		77	43.5%	81	44.7%	92	47.9%
Age 70 to 74 Years		90	47.4%	83	45.2%	84	45.6%
Age 75 to 79 Years		93	48.3%	84	45.6%	80	44.6%
Age 80 to 84 Years		77	43.5%	63	38.8%	70	41.0%
Age 85 Years or Over		64	39.1%	47	32.1%	50	33.3%
Age 19 Years or Less		94	48.3%	101	50.1%	102	50.6%
Age 20 to 39 Years		100	49.9%	100	50.1%	105	51.2%
Age 40 to 64 Years		99	49.8%	97	49.3%	101	50.3%
Age 65 Years or Over		82	45.0%	74	42.4%	79	44.2%

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Roseville, MN 55113							
<b>Household Type (2023)</b>							
Total Households		4,315		37,625		153,787	
Households with Children		875	20.3%	8,458	22.5%	29,787	19.4%
Average Household Size		2.3		2.2		2.3	
Household Density per Square Mile		1,374		1,331		1,959	
Population Family		6,935	70.8%	60,693	69.4%	240,719	65.1%
Population Non-Family		2,775	28.3%	23,547	26.9%	106,949	28.9%
Population Group Quarters		80	0.8%	3,200	3.7%	21,975	5.9%
Family Households		2,317	53.7%	19,791	52.6%	75,369	49.0%
Married Couple Households		1,726	74.5%	14,550	73.5%	50,349	66.8%
Other Family Households with Children		590	25.5%	5,242	26.5%	25,020	33.2%
Family Households with Children		835	36.0%	8,377	42.3%	29,566	39.2%
Married Couple with Children		661	79.2%	5,987	71.5%	17,665	59.7%
Other Family Households with Children		174	20.8%	2,390	28.5%	11,901	40.3%
Family Households No Children		1,482	64.0%	11,415	57.7%	45,803	60.8%
Married Couple No Children		1,065	71.9%	8,563	75.0%	32,684	71.4%
Other Family Households No Children		417	28.1%	2,852	25.0%	13,119	28.6%
Non-Family Households		1,998	46.3%	17,833	47.4%	78,418	51.0%
Non-Family Households with Children		40	2.0%	81	0.5%	221	0.3%
Non-Family Households No Children		1,959	98.0%	17,752	99.5%	78,196	99.7%
Average Family Household Size		3.0		3.1		3.2	
Average Family Income		\$209,861		\$179,202		\$155,121	
Median Family Income		\$131,845		\$122,588		\$116,211	
Average Non-Family Household Size		1.4		1.3		1.4	
<b>Marital Status (2023)</b>							
Population Age 15 Years or Over		8,137		73,643		310,873	
Never Married		2,819	34.6%	29,276	39.8%	154,443	49.7%
Currently Married		4,036	49.6%	32,870	44.6%	108,220	34.8%
Previously Married		1,282	15.8%	11,497	15.6%	48,211	15.5%
Separated		186	14.5%	1,757	15.3%	9,435	19.6%
Widowed		446	34.8%	3,731	32.5%	11,412	23.7%
Divorced		650	50.7%	6,009	52.3%	27,364	56.8%
<b>Educational Attainment (2023)</b>							
Adult Population Age 25 Years or Over		7,183		62,421		241,536	
Elementary (Grade Level 0 to 8)		230	3.2%	2,181	3.5%	12,119	5.0%
Some High School (Grade Level 9 to 11)		206	2.9%	1,157	1.9%	7,288	3.0%
High School Graduate		979	13.6%	9,721	15.6%	39,881	16.5%
Some College		1,018	14.2%	8,688	13.9%	36,862	15.3%
Associate Degree Only		474	6.6%	5,014	8.0%	19,302	8.0%
Bachelor Degree Only		2,519	35.1%	19,725	31.6%	72,909	30.2%
Graduate Degree		1,759	24.5%	15,937	25.5%	53,175	22.0%
Any College (Some College or Higher)		5,769	80.3%	49,362	79.1%	182,248	75.5%
College Degree + (Bachelor Degree or Higher)		4,278	59.6%	35,661	57.1%	126,084	52.2%

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Roseville, MN 55113							
<b>Housing</b>							
Total Housing Units (2023)		4,686		40,956		168,067	
Total Housing Units (2020)		4,651		39,956		159,954	
Historical Annual Growth (2020-2023)		35	-	999	-	8,113	-
Housing Units Occupied (2023)		4,315	92.1%	37,625	91.9%	153,787	91.5%
Housing Units Owner-Occupied		2,548	59.1%	21,893	58.2%	87,739	57.1%
Housing Units Renter-Occupied		1,766	40.9%	15,732	41.8%	66,048	42.9%
Housing Units Vacant (2023)		371	7.9%	3,331	8.1%	14,280	8.5%
<b>Household Size (2023)</b>							
Total Households		4,315		37,625		153,787	
1 Person Households		1,649	38.2%	14,492	38.5%	61,214	39.8%
2 Person Households		1,629	37.7%	12,656	33.6%	48,038	31.2%
3 Person Households		491	11.4%	4,695	12.5%	18,598	12.1%
4 Person Households		350	8.1%	3,581	9.5%	14,377	9.3%
5 Person Households		134	3.1%	1,416	3.8%	6,429	4.2%
6 Person Households		38	0.9%	502	1.3%	2,607	1.7%
7 or More Person Households		23	0.5%	283	0.8%	2,524	1.6%
<b>Household Income Distribution (2023)</b>							
HH Income \$200,000 or More		496	11.5%	4,549	12.1%	18,726	12.2%
HH Income \$150,000 to \$199,999		662	15.3%	4,322	11.5%	15,293	9.9%
HH Income \$125,000 to \$149,999		387	9.0%	3,310	8.8%	11,251	7.3%
HH Income \$100,000 to \$124,999		466	10.8%	3,768	10.0%	13,578	8.8%
HH Income \$75,000 to \$99,999		546	12.7%	5,282	14.0%	19,580	12.7%
HH Income \$50,000 to \$74,999		601	13.9%	5,893	15.7%	23,998	15.6%
HH Income \$35,000 to \$49,999		453	10.5%	3,655	9.7%	15,780	10.3%
HH Income \$25,000 to \$34,999		259	6.0%	2,594	6.9%	11,435	7.4%
HH Income \$15,000 to \$24,999		254	5.9%	1,918	5.1%	8,935	5.8%
HH Income \$10,000 to \$14,999		68	1.6%	850	2.3%	6,272	4.1%
HH Income Under \$10,000		122	2.8%	1,484	3.9%	8,939	5.8%
<b>Household Vehicles (2023)</b>							
Households 0 Vehicles Available		472	10.9%	4,052	10.8%	20,117	13.1%
Households 1 Vehicle Available		1,581	36.6%	14,346	38.1%	59,289	38.6%
Households 2 Vehicles Available		1,691	39.2%	13,967	37.1%	53,491	34.8%
Households 3 or More Vehicles Available		570	13.2%	5,260	14.0%	20,890	13.6%
Total Vehicles Available		6,828		60,082		237,315	
Average Vehicles per Household		1.6		1.6		1.5	
Owner-Occupied Household Vehicles		4,947	72.5%	41,556	69.2%	163,449	68.9%
Average Vehicles per Owner-Occupied Household		1.9		1.9		1.9	
Renter-Occupied Household Vehicles		1,881	27.5%	18,526	30.8%	73,866	31.1%
Average Vehicles per Renter-Occupied Household		1.1		1.2		1.1	
<b>Travel Time (2023)</b>							
Worker Base Age 16 years or Over		5,559		49,541		209,158	
Travel to Work in 14 Minutes or Less		1,203	21.6%	9,612	19.4%	41,242	19.7%
Travel to Work in 15 to 29 Minutes		1,863	33.5%	16,748	33.8%	70,582	33.7%
Travel to Work in 30 to 59 Minutes		551	9.9%	6,091	12.3%	24,981	11.9%
Travel to Work in 60 Minutes or More		33	0.6%	793	1.6%	3,412	1.6%
Work at Home		1,910	34.4%	16,297	32.9%	68,941	33.0%
Average Minutes Travel to Work		17.5		18.7		18.7	

# Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 45.003/-93.1633

HarMar Mall Roseville, MN 55113	1 mi radius		3 mi radius		5 mi radius	
<b>Transportation To Work (2023)</b>						
Worker Base Age 16 years or Over	5,559		49,541		209,158	
Drive to Work Alone	2,915	52.4%	26,230	52.9%	107,384	51.3%
Drive to Work in Carpool	345	6.2%	3,040	6.1%	12,792	6.1%
Travel to Work by Public Transportation	103	1.9%	1,310	2.6%	6,486	3.1%
Drive to Work on Motorcycle	9	0.2%	75	0.2%	222	0.1%
Bicycle to Work	39	0.7%	441	0.9%	2,286	1.1%
Walk to Work	195	3.5%	1,604	3.2%	8,629	4.1%
Other Means	43	0.8%	546	1.1%	2,419	1.2%
Work at Home	1,910	34.4%	16,297	32.9%	68,941	33.0%
<b>Daytime Demographics (2023)</b>						
Total Businesses	683		4,501		16,354	
Total Employees	9,036		69,768		217,133	
Company Headquarter Businesses	26	3.9%	217	4.8%	687	4.2%
Company Headquarter Employees	1,030	11.4%	14,382	20.6%	50,639	23.3%
Employee Population per Business	13.2 to 1		15.5 to 1		13.3 to 1	
Residential Population per Business	14.3 to 1		19.4 to 1		22.6 to 1	
Adj. Daytime Demographics Age 16 Years or Over	11,508		92,986		314,618	
<b>Labor Force</b>						
Labor Population Age 16 Years or Over (2023)	8,047		72,815		307,037	
Labor Force Total Males (2023)	3,903	48.5%	34,906	47.9%	152,121	49.5%
Male Civilian Employed	2,751	70.5%	24,785	71.0%	106,289	69.9%
Male Civilian Unemployed	72	1.8%	888	2.5%	4,441	2.9%
Males in Armed Forces	11	0.3%	14	-	350	0.2%
Males Not in Labor Force	1,070	27.4%	9,219	26.4%	41,040	27.0%
Labor Force Total Females (2023)	4,143	51.5%	37,909	52.1%	154,916	50.5%
Female Civilian Employed	2,813	67.9%	24,761	65.3%	102,875	66.4%
Female Civilian Unemployed	75	1.8%	927	2.4%	4,034	2.6%
Females in Armed Forces	-	-	38	0.1%	38	-
Females Not in Labor Force	1,256	30.3%	12,183	32.1%	47,969	31.0%
Unemployment Rate	146	1.8%	1,815	2.5%	8,475	2.8%
<b>Occupation (2023)</b>						
Occupation Population Age 16 Years or Over	5,559		49,541		209,158	
Occupation Total Males	2,747	49.4%	24,781	50.0%	106,285	50.8%
Occupation Total Females	2,812	50.6%	24,760	50.0%	102,873	49.2%
Management, Business, Financial Operations	834	15.0%	8,958	18.1%	36,203	17.3%
Professional, Related	1,932	34.8%	17,504	35.3%	68,547	32.8%
Service	932	16.8%	7,172	14.5%	33,795	16.2%
Sales, Office	895	16.1%	7,856	15.9%	35,981	17.2%
Farming, Fishing, Forestry	3	-	72	0.1%	393	0.2%
Construction, Extraction, Maintenance	184	3.3%	2,296	4.6%	8,868	4.2%
Production, Transport, Material Moving	779	14.0%	5,684	11.5%	25,372	12.1%
White Collar Workers	3,661	65.9%	34,317	69.3%	140,730	67.3%
Blue Collar Workers	1,898	34.1%	15,224	30.7%	68,428	32.7%



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Lat/Lon: 45.003/-93.1633

HarMar Mall		1 mi radius		3 mi radius		5 mi radius	
Roseville, MN 55113							
<b>Units In Structure (2023)</b>							
Total Units		4,315		37,625		153,787	
1 Detached Unit		2,402	55.7%	20,010	53.2%	73,866	48.0%
1 Attached Unit		209	4.9%	2,529	6.7%	10,969	7.1%
2 Units		84	1.9%	1,211	3.2%	8,137	5.3%
3 to 4 Units		80	1.9%	942	2.5%	4,705	3.1%
5 to 9 Units		110	2.6%	1,308	3.5%	5,864	3.8%
10 to 19 Units		533	12.3%	2,673	7.1%	10,236	6.7%
20 to 49 Units		292	6.8%	3,441	9.1%	12,858	8.4%
50 or More Units		582	13.5%	5,291	14.1%	25,979	16.9%
Mobile Home or Trailer		23	0.5%	209	0.6%	1,137	0.7%
Other Structure		-	-	11	-	36	-
<b>Homes Built By Year (2023)</b>							
Homes Built 2014 or later		15	0.3%	164	0.4%	740	0.4%
Homes Built 2010 to 2013		36	0.8%	1,229	3.0%	10,364	6.2%
Homes Built 2000 to 2009		340	7.3%	1,907	4.7%	10,003	6.0%
Homes Built 1990 to 1999		188	4.0%	2,455	6.0%	9,200	5.5%
Homes Built 1980 to 1989		433	9.2%	3,890	9.5%	14,019	8.3%
Homes Built 1970 to 1979		649	13.8%	5,452	13.3%	20,698	12.3%
Homes Built 1960 to 1969		622	13.3%	5,929	14.5%	18,137	10.8%
Homes Built 1950 to 1959		1,260	26.9%	6,624	16.2%	16,903	10.1%
Homes Built 1940 to 1949		476	10.2%	2,569	6.3%	6,943	4.1%
Homes Built Before 1939		296	6.3%	7,406	18.1%	46,781	27.8%
Median Age of Homes		58.6 yrs		59.6 yrs		59.9 yrs	
<b>Home Values (2023)</b>							
Owner Specified Housing Units		2,548		21,893		87,739	
Home Values \$1,000,000 or More		19	0.7%	356	1.6%	1,578	1.8%
Home Values \$750,000 to \$999,999		52	2.0%	346	1.6%	2,606	3.0%
Home Values \$500,000 to \$749,999		84	3.3%	1,682	7.7%	9,134	10.4%
Home Values \$400,000 to \$499,999		324	12.7%	2,285	10.4%	11,484	13.1%
Home Values \$300,000 to \$399,999		996	39.1%	6,253	28.6%	22,798	26.0%
Home Values \$250,000 to \$299,999		525	20.6%	4,880	22.3%	15,190	17.3%
Home Values \$200,000 to \$249,999		326	12.8%	3,087	14.1%	11,243	12.8%
Home Values \$175,000 to \$199,999		46	1.8%	885	4.0%	3,385	3.9%
Home Values \$150,000 to \$174,999		33	1.3%	680	3.1%	3,031	3.5%
Home Values \$125,000 to \$149,999		18	0.7%	303	1.4%	1,530	1.7%
Home Values \$100,000 to \$124,999		43	1.7%	433	2.0%	2,149	2.4%
Home Values \$90,000 to \$99,999		2	-	100	0.5%	335	0.4%
Home Values \$80,000 to \$89,999		1	-	50	0.2%	207	0.2%
Home Values \$70,000 to \$79,999		1	-	24	0.1%	107	0.1%
Home Values \$60,000 to \$69,999		2	-	18	-	195	0.2%
Home Values \$50,000 to \$59,999		2	-	32	0.1%	244	0.3%
Home Values \$35,000 to \$49,999		47	1.8%	93	0.4%	392	0.4%
Home Values \$25,000 to \$34,999		4	0.2%	58	0.3%	477	0.5%
Home Values \$10,000 to \$24,999		22	0.9%	306	1.4%	1,146	1.3%
Home Values Under \$10,000		1	-	21	-	506	0.6%
Owner-Occupied Median Home Value		\$317,720		\$312,674		\$327,323	
Renter-Occupied Median Rent		\$1.087		\$1.080		\$1.080	



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Lat/Lon: 45.003/-93.1633

HarMar Mall Roseville, MN 55113	1 mi radius		3 mi radius		5 mi radius	
<b>Total Annual Consumer Expenditure (2023)</b>						
Total Household Expenditure	\$389.24 M		\$3.2 B		\$11.81 B	
Total Non-Retail Expenditure	\$206.62 M		\$1.7 B		\$6.28 B	
Total Retail Expenditure	\$182.61 M		\$1.5 B		\$5.54 B	
Apparel	\$13.88 M		\$114.16 M		\$422.28 M	
Contributions	\$13.3 M		\$109.18 M		\$401.87 M	
Education	\$12.62 M		\$103.89 M		\$386.49 M	
Entertainment	\$22.43 M		\$183.81 M		\$676.57 M	
Food and Beverages	\$56.62 M		\$465.73 M		\$1.72 B	
Furnishings and Equipment	\$13.92 M		\$114.07 M		\$419.55 M	
Gifts	\$10 M		\$83.07 M		\$307.43 M	
Health Care	\$32.31 M		\$264.6 M		\$973.7 M	
Household Operations	\$15.53 M		\$127.45 M		\$470 M	
Miscellaneous Expenses	\$7.46 M		\$61.08 M		\$225.13 M	
Personal Care	\$5.25 M		\$43.05 M		\$158.69 M	
Personal Insurance	\$2.86 M		\$23.4 M		\$85.64 M	
Reading	\$864.84 K		\$7.08 M		\$26.03 M	
Shelter	\$82.3 M		\$676.28 M		\$2.51 B	
Tobacco	\$2.13 M		\$17.65 M		\$66.31 M	
Transportation	\$70.23 M		\$577.1 M		\$2.13 B	
Utilities	\$27.54 M		\$226.71 M		\$841.24 M	
<b>Monthly Household Consumer Expenditure (2023)</b>						
Total Household Expenditure	\$7,517		\$7,084		\$6,402	
Total Non-Retail Expenditure	\$3,991	53.1%	\$3,760	53.1%	\$3,402	53.1%
Total Retail Expenditures	\$3,527	46.9%	\$3,324	46.9%	\$3,000	46.9%
Apparel	\$268	3.6%	\$253	3.6%	\$229	3.6%
Contributions	\$257	3.4%	\$242	3.4%	\$218	3.4%
Education	\$244	3.2%	\$230	3.2%	\$209	3.3%
Entertainment	\$433	5.8%	\$407	5.7%	\$367	5.7%
Food and Beverages	\$1,094	14.5%	\$1,032	14.6%	\$934	14.6%
Furnishings and Equipment	\$269	3.6%	\$253	3.6%	\$227	3.6%
Gifts	\$193	2.6%	\$184	2.6%	\$167	2.6%
Health Care	\$624	8.3%	\$586	8.3%	\$528	8.2%
Household Operations	\$300	4.0%	\$282	4.0%	\$255	4.0%
Miscellaneous Expenses	\$144	1.9%	\$135	1.9%	\$122	1.9%
Personal Care	\$101	1.3%	\$95	1.3%	\$86	1.3%
Personal Insurance	\$55	0.7%	\$52	0.7%	\$46	0.7%
Reading	\$17	0.2%	\$16	0.2%	\$14	0.2%
Shelter	\$1,590	21.1%	\$1,498	21.1%	\$1,358	21.2%
Tobacco	\$41	0.5%	\$39	0.6%	\$36	0.6%
Transportation	\$1,356	18.0%	\$1,278	18.0%	\$1,152	18.0%
Utilities	\$532	7.1%	\$502	7.1%	\$456	7.1%